meatingplace

THE MEAT BUSINESS BY GREGORY BLOOM
Gregory Bloom shares over 26 years of industry experience working in six USDA inspected meat plants - buying and selling meat, working with chefs and restaurants and teaching COP classes. He is the CEO and owner of U.S. Protein.

Facebook/Meta's anti-meat agenda

(The views and opinions expressed in this blog are strictly those of the author.)

During COVID I started an ecommerce division at my wholesale meat company. Eager to get business, we tried a lot of ways to let customers know we were ready to ship them some delicious meats, right to their front door.

We spent a lot of ad money those first years to get orders, and we continue to fine-tune our ad spending based on what's actually getting us orders. We've found some things that work and some things that don't. One thing that doesn't work well for us back then (or now) is the Facebook/Meta ads we placed. Not only was our ROI very poor on Meta, but many of our ads for meat products were unjustifiably denied by Meta. Common rejection emails said, "*Your item was rejected because it doesn't comply with our Policies. This item is not live in your shop*" and then this:

Commerce Policy violations

Listings may not promote the buying or selling of animals.
Listings must comply with our Commerce Policies.

Meta's commerce policy regarding meats reads*, "Listings may not promote the buying or selling of animals or animal parts, or land in ecological conservation areas. Some products from animals intended for consumption, such as raw fish, meat, or eggs."*

A member of our digital marketing team called Meta and asked why some of our ads for meat products make it through and get published, but most get rejected. The Meta employee informed us that they are "not a meat-friendly company." Some ads may get through their anti-meat filters, but even though we aren't selling live animals, the promotion of the parts of processed animals simply does not align with *their values*.

Have any of you had this experience?

This makes me wonder; why in the world would any meat company, non-profit check-off promotion organization, or other affiliated ag associations continue to support Meta and Instagram in any way? Are we their "suckers?" They've obviously bought into the narrative that meat is bad for our health and bad for the planet and are actively fighting against us. I wonder how many employees at Meta and Instagram are actually vegans or vegetarians? That would be some interesting data, but none of us would be surprised with the results.

Very often I'm at an ag meeting, and the media team, executive director or other staffer is reporting on the results of the past year's social media outreach. This occurred most recently at a Colorado Ag producers meeting, but over the years, this experience has been common. The staffer shows slides on all the 'likes' generated from a Meta or Instagram campaign. Thus, the justification for the spending of hundreds or thousands of dollars on ads annually to promote the messages. The premise is that the money is well spent, and people's minds are being influenced positively for the ag group that is spending the dough on the ads. But 'likes' do not really prove influence.

The problem I have with this way of measuring ROI is two-fold: First, these non-profit ag promotion entities are not actually selling products, so they have no way to measure the actual results of the ad costs compared to sales made. Compare this to an ecommerce meat company and their ability to directly measure the ROI in terms of sales. 'Likes' do not equate to profit.

Second, the brilliant minds at Meta and Instagram know exactly how to route our promoted ads through their highly manipulated echo chamber to get us the 'likes' we so desperately crave. We then use all these 'likes' to justify the costs to our boards, members, and ag producers. But these 'likes' mean next-to-nothing in the real world.

I'd like to hear from you about your results buying ads on Meta and Instagram but based on my experiences and thousands of dollars spent on Meta ads, I'd say we are all being duped.

What are your experiences with Meta and other social media platforms? Do you think buying ads on Meta and Instagram is a good spend by ag promotion entities, like the various check-off groups and industry associations?

3/23/2023

Post a comment

Name

Subject

Comment

SUBMIT CANCEL

Comments are limited to 2000 characters.
Note: Promotional messages or sales solicitations are not appropriate. Messages containing racist, sexist or vulgar language will be removed and can be cause for membership cancellation. Personal attacks do not further the professional dialog and will not be tolerated. For more information see Terms of Use.

Comments

Great Observation

Hello Mr. Bloom,Great article about selling meat on line and how the online companies are controlling it. There has been a big movement in the non meat segment of our world that has started and hs a big affect on our industry. It started with plant based milk and now goes in cultivated meat.In 2017 the world famous culinary school I taught at for more than 20 years said that we do not need to teach Professionals about animal proteins anymore. They combined purchasing, product idenitification and proteins into one class and did not hire anymore skilled professional butchers to teach. Such a same.Now we see that a few control the selling of proteins on the internet. Thank goodness they do not control the cooked food pictures yet. Now we see a big movment to Plant based meat and cultured meat. I will give you a good example. I am trying to get an american leg of lamb and have to pay over 6 dollars apound if I can get it.Its for a customer who only wants american leg of lamb. I also see that many online meet companies are selling high end products such as waygu and kobe beef. The prices are very high. To high to feed a family of 4.We used to own butchers shops but that has ended many years ago. Personally I have a problem with my iron count and beef/liver have helped me control it. Plant iron is good but not as good as animal iron. To answer your question. I do not know the answer. I went to a steak house recently and it was not very good. It cost 40 dollars for a 8 ounce center filet mignon and it came out raw in the middle. Remember: The west was not won on eating salad.

THURSDAY, MARCH 23, 2023 | ALAN LAZAR

REPLY

Hi Alan. Thanks for reading and commenting.

FRIDAY, MARCH 24, 2023 | GREGORY BLOOM

REPLY

"Social" Media

We have found significant success in posting jobs (recruiting) through "Social" Media, especially in more rural areas of the country. Beyond that, it's damage control as PETA-Types work very diligently to cancel employee's for out of context comments, or posting anti-meat links. Useful (limited but effective) but at a high cost!

THURSDAY, MARCH 23, 2023 | NOCOJOE

REPLY

I see adds for Oscar Mayer, Dietz & Watson, butcher box on FB regularly.

THURSDAY, MARCH 23, 2023 |

REPLY

Meta

Meta is nothing more than a propaganda channel pushing their own woke agenda and doing their best to manipulate the sheep.I closed my account several years ago and have no need for their form of brainwashing.

THURSDAY, MARCH 23, 2023 | DAVID RU

REPLY

> WOKE. will organize knowledge erosion

THURSDAY, MARCH 23, 2023 | MR LOW IQ

REPLY

Terrific Article - Thank You

Well written and thought provoking. Plan to share these points with others. Thank you

THURSDAY, MARCH 23, 2023 |

REPLY

Food industry needs to create

Why haven't distribution channel such as grocers, create a social media like Meta and Instagram?

THURSDAY, MARCH 23, 2023 | MR LOW IQ

REPLY

> That is an interesting thought, but my fear would be if created by one company they would create similar algorithms to influence against others. If the industry were to cooperate and do it together it would be called out as collusion, see Agristats as an example. I personally have never been on any social media sites and fully intend on keeping it that way.

THURSDAY, MARCH 23, 2023 | MISTER MEAT

REPLY